

Creative Brief

Michael Avery

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Project Title: Green Bay Packers Website

1. **Project Overview** – The Green Bay Packers hold a unique place in American sports: they are the only publicly owned major league sports franchise in the country, the Super Bowl winner wins the Lombardi trophy, named after a Packer coach, and the team is one of the oldest in the country. I want that to be the main idea.
2. **Resources** – https://en.wikipedia.org/wiki/Green_Bay_Packers , but you can also reference Google images and the Packers official website.
3. **Audience** – The audience is going to be instructors and future employers (patrons of the design world who likely don't follow football).
4. **Message** – The Packers are a stoic franchise that is one of the last remnants of the birth of professional football. They are "America's Team" despite what the Dallas Cowboys say (don't actually call them America's Team).
5. **Tone** – Gravitas works.
6. **Visual Style** – I think there should be two distinct styles: past and present. I want the website to have a historic feel to it on the pages referencing the past and a futuristic feel on those in the present and future. The teams colors should definitely be the main palette, especially green (Logo below).

